

IN New York Map: Limited Space, Unlimited Response!

MARCH, JUNE, SEPTEMBER AND DECEMBER 2010



MARK YOUR LOCATION WITH A STAR!

All full-panel map advertisers will have up to 5 locations highlighted on the map with a special icon to help visitors easily locate your business.

4 AMAZING OPPORTUNITIES: 3,000,000 MAPS PER YEAR!

A great map is one of the most powerful vehicles for keeping your message in front of visitors. The *IN New York Map* has become the map of choice for New York City guests with four editions per year—March, June, September and December! And, because people keep a good map, your ad will literally be seen for years!

With a print run of three-quarters of a million copies and only 13 advertising panels on each map, this is an extremely limited opportunity. Don't delay! Reserve your panel today!

DON'T MISS OUT!

To put your business on the map, please contact your Account Manager or Michelle Spaulding at 212.716.2785.

"We go through at least **two large boxes** [of *IN New York* maps] every month, because we all love them, like them, and use them"
 — GREGORY SMITH,
 Chef Concierge, FLATOTEL

"I picked this map up a while ago and have used it exclusively on my trips...It is **the best map** I have ever found of the City."
 — M. DALY,
 NYC Visitor

RATES

1 Panel:
 \$16,239 (gross) (2.1¢ per map)
 \$13,803 (net) (1.8¢ per map)

*For 4x Advertisers:
 \$14,615 (gross) (1.9¢ per map)
 \$12,423 (net) (1.6¢ per map)

Back Panel:
 \$22,635 (gross) (2.9¢ per map)
 \$19,240 (net) (2.5¢ per map)

*DISCOUNT FOR 4X ADVERTISERS

All 4x advertisers will automatically receive a 10% discount off the cost of advertising on the *IN New York Map* (Does not apply to back panel).

UNIQUE POINTS OF DISTRIBUTION

In addition to prime locations throughout the city, the finest hotels, plus major visitor centers, your ad will appear in corporate housing, tri-state area hotels, out-of-market travel agencies and tour operators, Amtrak 1st Class Acela lounges in five states, and at major events including the *New York Times* Travel Show and Taste of Times Square.